

- *Where are my tax dollars going?*
- *How do I benefit?*
- *I voted for a Water Bond that was approved. How and where is that money being spent?*

CLEAR WATER



Download the smartphone app today to learn about DWR's efforts to keep you informed of your tax dollars at work!

Scan for more information.



*[www.water.ca.gov/
environmentalservices/
clearwater.cfm](http://www.water.ca.gov/environmentalservices/clearwater.cfm)*

2013 Management Development Program

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CLEAR WATER

BRINGING DWR
PUBLIC OUTREACH
INTO THE
21ST CENTURY



STATE OF CALIFORNIA
DEPARTMENT OF
WATER RESOURCES

WHY AN APP?



Communication of the unique role DWR has in enhancing and protecting the human, aquatic, and terrestrial environment has historically been conveyed via Public Information Officers, Legislative Liaisons, Communications Directors, blogs, social media, public forums, and in-person meetings. All of these methods are successful, however, resistance and ignorance still remains.

A mobile application showcasing the Department of Water Resources will help communicate to the public the **what**, **why**, and **where**, of the DWR's mission and goals and will show **how we are succeeding**.

Smartphones are here to stay! The information they provide is limitless and readily available to a public that expects real-time information at their fingertips. DWR has always been forward thinking.

CLEAR WATER is the answer.

PUBLIC BENEFITS



CLEAR WATER

- ◆ DWR accomplishments
- ◆ Flood protection improvements
- ◆ Environmental restoration activities
- ◆ Recreation opportunities
- ◆ Limited State Water Project information
- ◆ Embedded links direct the user to strategic locations for information.
- ◆ Pictures and brief descriptions of projects in the user's current location based on GPS.
- ◆ Government clarity
- ◆ It's free....and easy to download!

DWR BENEFITS



CLEAR WATER

- ◆ Helps to fulfill DWR's Strategic Planning Goal #5 - Educating the public on the importance of water, its efficient use, and its dangers, as well as collecting, analyzing, and distributing water-related information to the general public and to the scientific, technical, education, and water management communities.
- ◆ Provides information to the public and politicians about the positive work DWR is doing in their neighborhoods and districts.
- ◆ Provides clarity to the public regarding DWR's missions, goals, services, and project work.
- ◆ Communicates to the voting public how their tax dollars are being spent to benefiting local and statewide water management.

PUBLIC SAFETY

ENVIRONMENTAL STEWARDSHIP

ECONOMIC STABILITY